

## AMENDMENTS TO THE CLAIMS

1. (Currently amended) A computer-implemented method of determining the effectiveness of media display effectiveness displays, the method comprising:

(a) storing geo data in a plurality of respondent monitoring devices as said plurality of respondent monitoring devices move along respective paths of travel, at least a portion of said geo data derived from a satellite positioning system ("SPS"), said stored geo data representing the movement of said plurality of respondent monitoring devices along said respective paths of travel; and

(b) downloading said geo data stored in said plurality of respondent monitoring devices to a post processing server for:

(i) matching the locations of a plurality of media displays to positions on said respective paths of travel of said plurality of respondent monitoring devices represented by said geo data; and

(ii) rating the effectiveness of said plurality of media displays utilizingbased on said matches between said plurality of media display locations and said positions on said respective paths of travel of said plurality of respondent monitoring devices represented by said geo data.

2. (Currently amended) The method of Claim 1, further comprising:  
analyzing said geo data to determine if said geo data is erroneous; and  
removing any erroneous data from said geo data prior to matching the locations of said plurality of media displays to said positions on said paths of travel of said plurality of respondent monitoring devices represented by said geo data.

3. (Original) The method of Claim 1, wherein rating the effectiveness of said media displays comprises determining the reach and frequency of said media displays.

4. (Original) The method of Claim 1, further comprising augmenting said geo data with external data to enhance accuracy.

5. (Original) The method of Claim 4 wherein said external data is geographic information system ("GIS") data.

6. (Original) The method of Claim 1 further comprising grooming said geo data to enhance accuracy.

7. (Original) The method of Claim 1 wherein said geo data is grouped in accordance with the demographics of said respondents.

8. (Original) The method of Claim 1 wherein said plurality of data sources are monitoring devices.

9. (Original) The method of Claim 8 further comprising initializing said monitoring devices with study specific data.

10. (Original) The method of Claim 9, wherein said study specific data includes RF zones.

11. (Original) The method of Claim 8, wherein said monitoring device locations include locations located along calculated lines extending between geo data locations.

12. (Original) A computer-readable medium, containing computer-executable instructions for performing the method of any of Claims 1-11.

13. (Original) A computing system, including a processor and a memory, operative to perform the method of any of Claims 1-11.

14. (Currently amended) A computer-implemented method of determining the effectiveness of media display-effectiveness displays, the method comprising:

(a) obtaining geo data specifying a plurality of locations that track the movement of a plurality of monitoring ~~device~~devices and ~~[[an]]~~ associated

~~respondent~~respondents, at least a portion of said geo data derived from a satellite positioning system ("SPS");

- (b) storing said geo data in said plurality of monitoring device~~devices~~; and
- (c) downloading said stored geo data to a post processing server for:
  - (i) comparing said plurality of locations that track the movement of said plurality of monitoring device~~devices~~ with a plurality of media display locations; ~~[[and]]~~
  - (ii) determining if said plurality of monitoring devices ~~[[was]]~~have been exposed to a media display associated with said plurality of media display locations based on whether ~~[[any of]]~~ said plurality of locations that track the movement of said plurality of monitoring device ~~devices~~ and said plurality of media display locations are sufficiently close enough to conclude that the locations match~~[[.]]~~; and
  - (iii) determining the effectiveness of said plurality of media display locations based on matches between said plurality of locations that track the movement of said plurality of respondent monitoring devices and said plurality of media display locations.

15.-16. (Canceled)

17. (Original) The method of Claim 14, further comprising obtaining device data.

18. (Currently amended) The method of Claim 17, wherein said device data is obtained from said plurality of monitoring device~~devices~~.

19. (Currently amended) The method of Claim 17, wherein device data obtained from said plurality of monitoring device~~devices~~ is downloaded to a download server.

20. (Currently amended) The method of Claim 14, wherein sufficiently close is based on determining if any of said plurality of monitoring device~~devices~~ traversed within a threshold distance of a media display location.

21. (Currently amended) The method of Claim 14, wherein said ~~monitoring device~~ plurality of locations that track the movement of said plurality of monitoring devices include locations located along calculated lines extending between geo data locations.

22. (Original) The method of Claim 21, wherein calculated lines are straight lines.

23. (Original) The method of Claim 21, wherein said calculated lines are curved lines.

24. (Currently amended) The method of Claim 14, wherein said geo data includes velocity data describing the rate of movement of said plurality of monitoring device~~edevices~~.

25. (Original) The method of Claim 14, further comprising grooming said geo data.

26. (Original) The method of Claim 25, wherein grooming said geo data comprises adding DGPS data to said geo data.

27. (Original) The method of Claim 25, wherein grooming said geo data comprises merging partial geo data locations with data representing known locations.

28. (Original) The method of Claim 25, wherein grooming said geo data comprises determining additional geo data locations from data representing known locations.

29. (Original) The method of Claim 14, further comprising identifying and storing anomalous geo data.

30. (Original) The method of Claim 14, further comprising determining confidence ratings for said monitoring device locations.

31. (Original) The method of Claim 14, further comprising enhancing the accuracy of said geo data using Geographic Information System ("GIS") data to enhance said geo data.

32. (Original) The method of Claim 14, further comprising analyzing said geo data to identify erroneous ("out-of-tab") data.

33. (Original) The method of Claim 32, further comprising storing any identified out-of-tab geo data in an out-of-tab data location in memory.

34. (Original) The method of Claim 32, wherein any identified out-of-tab geo data is removed from said geo data.

35. (Currently amended) The method of Claim 14, further comprising determining an exposure value for each of said media displays that are sufficiently close enough to any of the plurality of locations that track the movement of said plurality of monitoring device~~devices~~ to conclude that the locations match.

36. (Currently amended) The method of Claim 35, further comprising determining a reach value for each of said media displays that are sufficiently close enough to any of the plurality of locations that track the movement of said plurality of monitoring device~~devices~~ to conclude that the locations match.

37. (Currently amended) The method of Claim 35, further comprising determining a frequency value for each of said media displays that are sufficiently close enough to any of the plurality of locations that track the movement of said plurality of monitoring device~~devices~~ to conclude that the locations match.

38. (Currently amended) The method of Claim 35, further comprising:  
entering demographic data into each of said plurality of monitoring device~~devices~~;  
determining reach and frequency values for each of said media displays; and  
categorizing said reach and frequency values in accordance with the demographics entered into each of said plurality of monitoring device~~devices~~.

39. (Currently amended) The method of Claim 35, further comprising: determining monitoring device reach and frequency values for each of said media displays; and  
calculating Gross Rating Points ("GRPs") for each of said media displays based on said geo data.

40. (Original) The method of Claim 35, further comprising determining daily effective circulation ratings from said geo data.

41. (Currently amended) The method of Claim 14, wherein each of said plurality of monitoring ~~device~~devices is carried by a respondent and further comprising processing a survey of said respondent's recall of media displays, said survey corresponding to said geo data.

42. (Currently amended) The method of Claim 14, wherein each of said plurality of monitoring ~~device~~devices is carried by a respondent and further comprising processing a survey of said respondent's purchase behavior, said survey corresponding to said geo data.

43. (Currently amended) The method of Claim 14 wherein each of said plurality of monitoring ~~device~~devices is carried by a respondent and further comprising:

processing a survey of said respondent's recall of media displays, said survey corresponding to said geo data;

processing a survey of said respondent's purchase behavior, said survey corresponding to said geo data; and

tabulating said survey results to form recall and purchase ratings for each of said media displays.

44. (Previously presented) A computer-readable medium, containing computer-executable instructions for performing the method of any of Claims 14 and 17-43.

45. (Previously presented) A computing apparatus, having a processor and a memory, and operative to perform the method of any of Claims 14 and 17-43.

46. (Previously presented) A computer implemented method of determining optimized placement of media displays, the method comprising:

obtaining geo data specifying a plurality of locations traversed by a monitoring device in a geographic region, at least a portion of said geo data derived from a satellite positioning system ("SPS");

selecting a target level of media display exposure and a budget;

determining potential locations within said geographic region with a price within said budget;

matching said potential locations to said plurality of locations;

determining for said potential locations whether said monitoring device would have been exposed to a potential media display at each of said potential locations; and

determining an optimized placement of a media display based on a level of exposure that said media display would have had at a potential location.

47. (Original) The method of Claim 46, further comprising determining a reach value for each of said potential locations.

48. (Original) The method of Claim 46, further comprising determining a frequency value for each of said potential locations.

49. (Original) The method of Claim 46, further comprising:  
determining reach and frequency values for each of said potential locations; and  
calculating Gross Rating Points ("GRPs") for each of said potential locations based on said geo data.

50. (Original) The method of Claim 46, further comprising determining daily effective circulation ratings from said geo data.

51. (Original) A computer-readable medium, containing computer-executable instructions for performing the method of any of Claims 46-50.

52. (Original) A computing apparatus, having a processor and a memory, and operative to perform the method of any of Claims 46-50.

53.-58. (Canceled)